

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:) Conf. No.: 9998
Chad D. Tillman) Examiner: Oluseye Iwarere
Serial No.: 10/816,547) Art Unit: 3687
Filed: April 1, 2004) Docket No.: I098 1030.1
For: PROVIDING CUSTOMIZED MEDIA AT)
PHYSICAL POINT OF SALE)

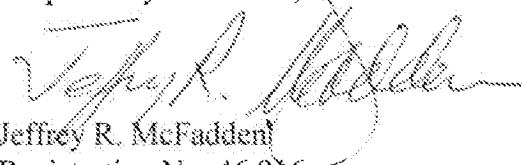
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Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Sir:

In the Notice of Allowance mailed February 9, 2011, on page 2 of the Paper, the Examiner presented comments in a statement of reasons for allowance. Applicant acknowledges the Examiner's comments but does not concede or admit that the Examiner's comments are accurate or apply to all of the claims, nor that the comments present the only reasons for allowability of the claims.

Respectfully submitted,



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Date: April 27, 2011
Atty Docket: I098 1030.1